GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2380
ANSWERED ON:01.08.2016
Level playing field in e-commerce
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that the prominent Indian e-commerce companies are faltering at the hands of intense competition from multinationals in the sector who are able to deploy cash and technology from abroad threatening the country"s Digital India and start up India programmes;

(b) if so, the details thereof;

(c) whether the Government has any plan to implement policies that enable and nurture local digital talent to have a level playing field with global companies; and

(d) if so, the details thereof?

Answer

???????? ??? ?????? ???????????? (????????? ??????)(??????? ??????? ???????)
THE MINISTER OF STATE (INDEPENDENT CHARGE)
OF THE MINISTRY OF COMMERCE & INDUSTRY
(SHRIMATI NIRMALA SITHARAMAN)

(a) & (b): No Madam, According to Ministry of Electronics & Information Technology, 2016 Indian e-Commerce market is nearly USD 16.7 Billion and is growing at a Compound Annual Growth rate of more than 25% since last 5 years as per NASSCOM Strategic Review. The entry of global e-commerce players has definitely brought competition in the Indian e-commerce marketplace however domestic players are also growing.

(c) & (d): Government has notified FDI policy guidelines for e-commerce on 29th March, 2016. As per these guidelines, 100% FDI in Business to Business e-commerce and 100% FDI in market place model of e-commerce through automatic route is allowed. Through these FDI norms, many foreign investors/foreign e-commerce companies have invested in Indian e-commerce companies. Also, National Institute of Electronics and Information Technology (NIELIT) an autonomous society of Ministry of Electronics & IT has introduced beginners, intermediate and advanced courses on Digital Marketing using e-commerce. They have also signed a non-exclusive MoU with Snapdeal as Knowledge Partner in this regard.

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